

# DUI targeted during Operation Star campaign

**U**nder the Operation STAR banner (Statewide Traffic Action Response), California wrapped up 2005 with a series of enforcement campaigns in December designed to target drinking and impaired drivers during an 18-day mobilization which ran from Dec. 16, 2005 to January 2, 2006.

Following is a recap of winter holiday activities:

Governor Arnold Schwarzenegger officially kicked off the statewide 18-day mobilization on Dec. 15 at the State Capitol. During his remarks, the Governor highlighted the work of Rocklin Police Officer Matt Redding and California

Highway Patrol Officer David Romero, who were killed during 2005 by drunk drivers.

3D Month: Drunk and Drugged Driving Prevention Month was kicked off during a Dec. 8 event on the campus of San Diego State University. Christopher J. Murphy, Director of the Office of Traffic Safety, was joined by President Stephen Webber, Dean of Students at SDSU and other local officials in highlighting the perils of driving under the influence.

The Recording Actors/Artists Against Drunk Driving Coalition launched its holiday Designated Driver campaign on Dec. 14 at the Hollywood House of Blues.

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## 2005 Holiday Stats

### Christmas (Dec. 23-26):

Total killed in motor vehicle crashes: **39**

DUI arrests: **1,209**

### New Years (Dec. 30-Jan. 2):

Total killed in motor vehicle crashes: **44**

DUI arrests: **1,145**

# Murphy appointed OTS Director, wins GHSA Vice Chair post

**C**hristopher J. Murphy, 48, was appointed Director of the California Office of Traffic Safety by Governor Arnold Schwarzenegger on August 16, 2005.

"This is an exciting time because new and innovative ways to save lives and prevent injuries are being developed right here in California," said Murphy. "I am truly honored to serve as the Director of the Office of Traffic Safety."

Murphy was named Interim Director at OTS in 2003 during the Davis Administration, and previously served as the office's Deputy Director. Murphy has the distinction of holding more positions at



OTS Director  
Christopher J. Murphy

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# Message from the Director by Christopher J. Murphy

**T**raffic Safety is one of the main factors determining quality of life for all Californians. As we seek to make a business case for everything we do at the Office of Traffic Safety (OTS), we're also mindful that Californians and visitors to our great state are our customers. And that is something we take very seriously.

We're making it easier for local law enforcement agencies to apply for funding. In 2006, the Office of Traffic Safety developed a new grant application process titled "Grants Made Easy." This new program is designed specifically for local law enforcement agencies to reduce the paperwork and time required to initiate and finalize a grant agreement.

This new program also streamlines the reporting requirements by limiting the Quarterly Performance Report to two pages and eliminating the Final Report. In turn, "Grants Made Easy" helps free OTS staff to more actively seek out new and innovative solutions and broaden our reach.

We've raised the bar because our vision is to help California achieve the fewest traffic related fatalities in the nation; that even one life lost on a California roadway is one too many.

Our recent successes offer a good starting point. California's 92.5 percent seat belt use rate is the highest in its history. The additional 2.1 percentage point increase over last year's number means that 657,000 more vehicle occupants are now buckling up in California than in 2004.

California's teen seat belt use rate also saw a substantial increase, from 82.6 percent in 2004 to 88.6 percent last year.

Stemming the tide of increased alcohol-related fatalities in California is certainly one of our main challenges. In 2004, California experienced the smallest annual increase in alcohol-related fatalities in the past six years, and the state's Mileage Death Rate dropped from 1.30 to 1.25, the first decrease in seven years.

In the coming months, OTS will fund:

- A statewide effort to bring proven educational programs to middle and high school students that include additional Real DUI Trials, Courtroom to Schoolroom, and Courage to Live programs which increase awareness about the consequences of drinking and driving.

- A statewide probation department program targeting repeat DUI offenders to increase compliance with court-ordered conditions of probation through the combined efforts of enforcement and surveillance activities.

We will continue to focus on increasing seat belt use and public information to educate Californians about the lifesaving benefits of seat belt use. In 2006, the "Click It or Ticket" campaign will include a new round of \$5 million in mini-grants awarded to 250 police departments.

Ensuring that law enforcement has the necessary training and education to effectively enforce key traffic safety laws is critical. That's why we're investing additional dollars to train officers to recognize illegally modified vehicles as they relate to illegal street racing. We'll also continue to train and educate new prosecutors and judges to empower them to realize excellence in the adjudication of DUIs.

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## State seat belt rate jumps after campaign

**C**lick It or Ticket!" Those four words helped boost California's seat belt rate to 92.5 percent in 2005, an increase of 2.1 percent over the previous year. And, California's teen seat belt use rate jumped from 82.6 percent in 2004 to 88.6 percent in 2005.

The campaign — coordinated by the Office of Traffic Safety (OTS) also included the California Highway Patrol (CHP), Department of Motor Vehicles (DMV), Caltrans and police agencies statewide. Held in connection with the national ABC Buckle Up America effort, the campaign created a buzz throughout the summer in California as part of an aggressive public education



New "Click It or Ticket" signs were posted approximately every 50 miles on California highways, freeways and county roads.

See 'Seat Belt Rate,' Page 7

STATE OF CALIFORNIA  
Arnold Schwarzenegger, *Governor*

BUSINESS, TRANSPORTATION  
AND HOUSING AGENCY  
Sunne Wright McPeak, *Secretary*

OFFICE OF TRAFFIC SAFETY  
Christopher J. Murphy, *Director*  
Mike Marando, *Editor*  
Freda Radich, *Contributing Writer*

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<http://www.ots.ca.gov>

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# Meadows, Doucette promoted to key OTS posts

**M**ichele Meadows and Dave Doucette have been promoted to key posts within the Office of Traffic Safety.

Meadows is the new Assistant Director of Operations, while Doucette was elevated to a newly-created management position overseeing the Northern California region.

“Michele’s years of experience in traffic safety make her uniquely qualified for this important position,” said OTS Director Christopher J. Murphy. “Dave excelled during five years as a Regional Coordinator, adding skillsets in a number of key areas. I’m pleased that both will be leading OTS forward in 2006 and beyond.”

During her 20 years at OTS, Meadows has administered nearly \$30 million to state and local agencies for alcohol and other drug and bicycle and pedestrian safety

projects. She has served as the legislative analyst for OTS, is an expert in alcohol and other drug programs, and represented OTS on the Traffic Advisory Committee of the California Judicial Council, and is a current member of the Governor’s Prevention Advisory Council.

For the past five years, Doucette has been the OTS Regional Coordinator for the Central Coast Region. He has administered approximately \$10 million in state and local grants during his career with the Office of Traffic Safety.

Doucette has particular expertise in several DUI programs, along with serving as the Office’s key point person for the \$5 million illegal street racing grant program. He has also planned and organized several Office seminars, forums and conferences including the biennial Police Traffic Services Seminar and Grant Writing Workshops. ●



*Michele Meadows*



*Dave Doucette*

## ‘Appointment’ from Page 1

OTS than anyone else during a 20-year career.

Murphy has been a strong advocate for bringing best practices to California in a wide range of areas, including seat belt use and fighting driving under the influence (DUI). He has also taken a leadership role in streamlining the grant application process and improving customer service.

He is responsible for administering the California Traffic Safety Program, which includes preparing an annual comprehensive highway traffic safety plan to reduce the number of victims killed and injured in traffic crashes, as well as publishing an Annual Performance Report that details the accomplishments and progress of the California Traffic Safety Program.

Murphy was elected Vice Chair of the Governor’s Highway Safety Association (GHSA) in September, 2005. GHSA represents states and territories on a myriad of human aspects of highway safety, including occupant protection and impaired driving. It also takes a leadership role on the development of national policy to ensure effective highway safety programs. ●

## Sports Marketing completes 10th year

**T**he Office of Traffic Safety’s Sports and Entertainment marketing program concluded its 10th year in 2005, as more than 250,000 fans and concertgoers attended traffic safety nights and themed events around the state.

“Sports and entertainment touch the lives of more people than any other promotional vehicle,” said Mike Marando, Marketing & Public Affairs Manager for the Office of Traffic Safety. “If sports and entertainment marketing is done right, it will result in greater awareness among 18-34 year-olds, which is our primary demographic.”

The best evidence of this is Click It or Ticket, the state’s seat belt campaign, which was featured prominently at all sports and entertainment events. The Baggy Pants seat belt PSA was

a regular feature at the Sleep Train Amphitheatre in Marysville and the Shoreline in Mountain View during the summer concert series. The spots also ran at professional baseball and soccer venues in Sacramento, Anaheim, San Jose, and Los Angeles. The program complemented a high-profile seat belt campaign that was a big factor in California establishing an all-time high 92.5 percent seat belt use rate in 2005.

Each event featured signage, advertising in printed game or concert programs, radio and jumbotron spots and other advertising vehicles that are considered by marketing professionals as essential to any sports marketing program.

The 2006 Sports and Entertainment Marketing program will be announced in early spring. ●





# Grantees



# Sharing the Road



## CLICKING IT IN VICTORVILLE

"Click It Or Ticket" signage is being seen in the City of Victorville this winter. **Sgt. John Mattke** reports that approximately 25 signs have been posted within City limits. Since adopting "Click It Or Ticket" as the statewide seat belt messaging campaign, California's seat belt use rate rose from 90.4 percent in 2004 to 92.5 percent in 2005. The local Victorville signs complement the 664 signs already up on roadways throughout California in connection with the statewide "Click It or Ticket" campaign.

## TRAFFIC SAFETY FAIR DRAWS CROWDS

The San Bernardino County Department of Public Health held a Traffic Safety Fair in August. Child passenger safety technicians showed dozens of parents how to properly restrain their children in car seats. The department's Traffic Safety Task Force also held a bicycle rodeo where technicians showed bike riders the correct way to wear a bicycle helmet. More than 130



**Kids in San Bernardino County learned about the importance of wearing a bicycle helmet.**

car seats were given away at the well-attended event.

## ARTISANS AND TRAFFIC SAFETY

The San Francisco Youth Leadership Institute, in connection with the San Francisco Public Health Department, held an art contest



**Bay Area students displayed their creative talents as part of an art contest.**

this summer to raise awareness on drunk driving prevention. Youth from various under-served communities in San Francisco crafted outstanding messages to give youth an opportunity to display their talents and creativity. Winners were: Phoenix Chang of Galileo High School; Christian Mancilla of San Francisco City College; Alise Vincent, formerly of Leadership High School, and Sokhontheary Im of San Francisco State University.

## REGIONAL COORDINATOR HONORED

The Injury Prevention Coalition of Shasta County recently acknowledged Office of Traffic Safety Regional Coordinator **Karen Coyle** for her outstanding

work in support of traffic safety programs in Northern California.

## DRIVING SKILLS FOR LIFE

More than 150 juniors and seniors from 14 local high schools participated in the Oct. 11 Driving Skills for Life event at the Verizon Amphitheatre in Irvine. Together with the Governors Highway Safety Association and Ford Motor Co., driving experts from Ford took students out on a course to teach vehicle handling, hazard recognition, speed and space management and basic car maintenance.

## LOCAL OFFICE OF TRAFFIC SAFETY GRANTS ANNOUNCEMENTS

The Office of Traffic Safety announced five new traffic safety grants in November totaling more than \$1.1 million to several local agencies. Funding was awarded to the Anderson Police Department, the Emergency Services Foundation, Nor Cal EMS and Shasta County Public Health. "These grants are designed to get the right resources into the hands of local traffic safety practitioners," said OTS Director **Christopher J. Murphy**. "New equipment and programs that save lives and prevent injuries is a key priority in keeping these growing communities safe." On hand for the announcement was **Marta McKenzie**, Director, Shasta County Public Health; **Dr. David Manning**, Western Region Administrator for NHTSA; **Chief Neil Purcell** of the Anderson Police Department; Redding City Councilman **Dick Dickerson**,

and **Dr. Michael Jasumback**. The grants will provide support for a variety of activities, including GIS mapping, a pre-hospital care conference, five new ambulances and extrication equipment and a DUI and seat belt safety program ... The El Cajon Fire Department is investing \$63,792 for new rescue tools on six fire engines for the El Cajon, La Mesa and Santee Fire Departments. "This grant expanded the rescue capabilities of the three fire departments, giving our firefighters the tools and training they need to perform extrication activities prior to the arrival of other responding rescue sources," said an elated **El Cajon Fire Chief, Mike Scott** ... Alas, the new equipment paid dividends just six days into service, as it took fire units just one minute to extricate a victim involved in a vehicle crash, using the new Holmatro extrication tool. The victim is making a speedy recovery ... The Truckee Police Department launched an all-encompassing traffic safety program in November designed to save lives and prevent injuries. Using \$60,761 in OTS funds, the grant calls for DUI sobriety checkpoints, seat belt enforcement and surveillance operations of off-sale alcoholic beverage establishments where known sales to minors have occurred. **Chief Scott Berry** noted that the grant also provides funding to conduct bicycle rodeos at local schools to educate students on bicycle safety ... In Calaveras County, the Bear Valley Department of Public Safety used an \$81,000

**Continued on next page**

Continued from previous page

grant to purchase a full line of “jaws of life” extrication equipment and training for firefighter personnel, much to the relief of **Chief Rick Stephens**. “We’re proud to be able to improve our rescue equipment and emergency response to the communities we serve.” ... And in Alameda County, the Pleasanton Police Department put to work a \$90,773 grant for programs to increase seat belt use and reduce driving under the influence. The grant also includes funds for the popular *Every 15 Minutes* program anti-DUI presentation in local high schools and additional DUI sobriety checkpoints. ●

## OTS grant application simple as 1-2-3

**A**pplying for a new Office of Traffic Safety grant just became easier.

Under the new “grants made easy” format, the application process has been streamlined for local law enforcement agencies seeking grants in the coming year.

Solicitation letters for the federal fiscal year 2007 grant funding cycle went out in November 2005 and were due back to OTS by January 31, 2006. Federal funding is awarded on a competitive basis to state and local police and fire agencies, various state departments and non-profits, and city and community government agencies.

Applicants will see a streamlined “boilerplate” application designed for ease of use, and, more information posted to the

OTS Web site ([www.ots.ca.gov](http://www.ots.ca.gov)) from which to use in filling out the application.

OTS awards funding to agencies showing the greatest need. Therefore, a comprehensive evaluation is part of the concept review process. Evaluation criteria include: potential traffic safety impact, collision statistics and rankings, seriousness of identified problem(s), and performance on previous OTS grants. Additionally, proposals will be rated for completeness.

Last year, OTS awarded \$74.9 million in traffic safety grants to 225 agencies for a wide range of programs in the areas of alcohol and other drugs, occupant protection, pedestrian and bicycle safety, emergency medical services, police traffic services, traffic records and roadway safety. ●

## Officers trained to fight illegal street racing

**M**ore and more police officers in California are getting trained on how to detect illegally-modified vehicles, as part of a statewide effort to bring down deaths and injuries that result from illegal street racing.

Approximately 25 officers throughout California took initial “train the trainers” instructor training last fall that showed officers how to detect illegally modified vehicles. Since then, the San Diego Police Department, together with the Bureau of Automotive Repair, has provided instructor training so other officers can share this information to departments in specific areas.

The training is part of a \$5 million statewide effort launched last August by Business, Transportation and Housing Agency Secretary Sunne Wright McPeak to combat illegal street racing.

“Illegal street racing is not just a great annoyance to the public, it exposes the public, spectators and racers themselves to extreme hazards,” said Secretary McPeak. “Deaths and injuries due to illegal street



**CHP Officer Max Hartley demonstrates how to recognize vehicles that have been illegally modified at a media event at Java City in Sacramento.**

racing are a serious problem in many California cities.”

The grants provide up to 75 police departments and the California Highway Patrol with resources for additional education and enforcement of illegal street racing activities.

Police departments receiving \$400,000 grants include Stockton, San Francisco, Ontario, Irwindale, San Jose, San Francisco, Oakland, Riverside, Fresno, and Sacramento. ●

### ‘Operation Star’ from Page 1

The campaign included the five traffic safety-related Business, Transportation and Housing Agency departments, America’s three largest brewers, California Auto Clubs, and Chevron Corp.

**Holiday Sobriety Challenge:** Twelve people participated in the 9th “Holiday Sobriety Challenge,” on Dec. 16 at Raley Field, a unique event that featured a controlled wine and beer tasting experiment which graphically illustrated the dangers of drinking and driving, even at levels well below the legal limit (.08-percent).

In addition, the Office of Traffic Safety has allocated \$5 million to 33 regional “Avoid” programs involving the California Highway Patrol and 350 police departments, and, \$5 million for increased sobriety checkpoints. ●

# Marilyn Sabin: a traffic safety veteran's career accomplishments

**O**n the road, she can be recognized by her 2005 red Honda Accord with California License Plate: WRYZING STAR. On the street, she stands above most and wears a smile that beams from her heart.

As Marilyn Sabin's career closed following 32 years with the State of California, many memories arise of her accomplishments. As a pioneer and founder of youth oriented anti-Driving Under the Influence (DUI) programs she became an icon in California for innovative anti-DUI teen activities that later would become programs funded by the Office of Traffic Safety (OTS).

She assisted founder Candy Lightner in the establishment of Mother's Against Drunk Driving that is now a mainstay on DUI issues and advocacy. Sabin could almost always be found fostering local and national anti-DUI endeavors from helping to establish the Governor's Task Force on DUI, to forming the Friday Night Live teen anti-DUI program.

Sabin's work stood out; she was selected to serve as a faculty member of the prestigious Transportation Safety Institute in Oklahoma City, Oklahoma; and subsequently helped develop grants that served as the impetus for the nationally recognized Drug Recognition Expert (DRE) program.

"Marilyn's contributions in the traffic safety arena are unmatched," said Christopher J. Murphy, Director of the OTS. "Her passion and drive was infectious, and she always made the time to advance an issue. She'll be greatly missed."

Sabin was later named Assistant Director of Operations, overseeing the State's grant award programs for all traffic safety disciplines. As a result of her vast background, experience and knowledge of traffic safety issues and along with her team of coordinators, the OTS grant program took off like a shooting star. Under Sabin's tutelage, her division accomplished record implementation of grant awards along with outstanding coordination of statewide and national conference workshop planning. Sabin's advanced Toastmaster International speaking skills would enhance any appearance that she would make as a facilitator, presenter and as a mistress of ceremonies.

Noted for her high interest in the DUI program, Sabin was promoted by then-Director Peter K. O'Rourke who expanded the



See 'Sabin,' Page 7

# After 23 years, PIO Radich calls it a career

**F**reda Radich knew from a very young age that she would somehow be involved in the news media.

Her mother and father, the late Kathlynn and Reinhart Knudsen, owned a chain of weekly newspapers in the Sacramento area. So it was only natural that Freda would go into the news business, editing one of the chain's papers and regularly writing about her favorite community subjects, i.e. saving the agricultural environment in the Natomas area, against her father's pro-development editorial stance.



What followed was a career where she went on the air and behind-the-scenes in radio and television before starting a 23-year run as a Public Information Officer (PIO) for various state agencies and departments. Radich retired from state service Dec. 30, 2005.

She enjoyed stints at the California State Fair (1981–1984), and state Department of Commerce (1985–1988) before becoming the longtime PIO for the Office of Traffic Safety throughout the 1990s. By the year 2000, Radich was on loan to the Business, Transportation and Housing Agency during the transition between the Wilson and Davis administrations. Later she would accept an appointment to serve as the Director of Marketing and Communications for the California Department of Housing and Community Development.

For more than 40 years, Radich has devoted her life to a communications career that led to many opportunities resulting in colorful stories. For example, as a spokeswoman for the California State Fair, Radich recalls taking reporters for the first time to the barnyard nursery for close ups of squealing piglets born on opening day.

As one of her father's protégés at the "Green Sheets" during the 1970s, she often found herself in the middle of a story. "California's First Lady, Nancy Reagan came to the low income North Sacramento area for a public appearance at a school. All of the children were brought to the auditorium and told to sit on the floor so the First Lady could read to them. I came late and so as not to disturb anyone, I crawled in on my hands and knees with my camera hanging around my neck for close ups of that perfect shot. The First Lady was non-plussed. But, I got my shot!"

And then there were her 12 years of work at the California Office of Traffic Safety, where Radich was involved in a variety of activities, ranging from the annual OTS Summit to providing

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### **'Seat Belt Rate' from Page 2**

and enforcement effort. Using NHTSA's conversion model, the 2.1 percent increase led to 657,000 more vehicle occupants wearing seat belts.

OTS Director Christopher J. Murphy believes the message is being heard. "The fact that seat belts save lives is resonating with Californians. Every additional percentage point of occupants who use seat belts translates into a large number of deaths and injuries avoided. As a result, efforts to get more people buckled up will continue," he said.

Launched in May 2005, the "Click It or Ticket" campaign is a joint effort between four departments in the California Business, Transportation and Housing Agency. The California Highway Patrol (CHP) will continue to work with local police agencies in enforcing seat belt laws while highway message signs will be financed by a federal grant from OTS. Additionally, the Department of Motor Vehicles will continue to display "Click It or Ticket" messaging in their California field offices.

"Simply, this campaign is about saving lives," said CHP Commissioner Mike Brown. "Statistics show that roughly half of people killed in vehicle crashes each year do not have their seat belts on. Many of those deaths could have been easily avoided by just taking one second to snap on their seat belt."

OTS spearheaded awareness of the education/enforcement message through several venues, including partnerships with sports and concert venues to display "Click It or Ticket" messaging; worked with Caltrans in placing messaging on all changeable message signs in California; worked with DMV to include messaging on all LED message boards inside field offices, and convinced broadcasters of sports marketing events to use "Click It or Ticket" as their sign-off taglines. "Click It or Ticket" banners were displayed at all OTS sports and entertainment marketing events in 2005 (see related story on page 3).

The new numbers complement national statistics released in September that showed a record 82 percent of people are buckling up, according to the U.S. Department of Transportation. The National Highway Traffic Safety Administration credits the results to increased education and enforcement.

The "Click It or Ticket" campaign utilized paid advertising and enforcement over a four-week period to convince the remaining three million Californians to buckle up.

OTS awarded more than \$4.8 million to 250 local law enforcement agencies in 2005 to pay for officer overtime associated with seat belt enforcement. ●

### **'Sabin' from Page 3**

program. He assigned her to the lead coordinator position overseeing analysts to plan, organize and implement the state's anti-DUI programs and conferences. It was during those years that she became the rising star of California's statewide traffic safety program with an emphasis on the youth DUI prevention and educational programs.

Sabin's deep conviction stemmed from a first hand family tragedy when her only sibling, Patrick, died from a drug overdose in 1977. She could always be found at the helm of volunteer organizations nurturing victims and advocates to help educate preventative measures to reduce drunk and drugged driving injuries and fatalities.

Her support of victim's advocacy programs perpetuated her belief that the best way for teens to learn is from each other. She is one of the original founders and a former board member of Teenwork. The Teenwork mission continues to provide a forum for the youth of California to share ideas and discuss solutions to the critical issues facing teens today.

Marilyn Sabin officially retired in November 2005. Her last posts served were as the Assistant Director of Operations for the California Office of Traffic Safety and as a former Assistant Director of Administration. She is considered an expert in traffic safety fields throughout the country. ●

### **'Radich' from Page 3**

information to media. As a PIO, Radich was always prepared for the unexpected. She recalled a rather tense moment during the 1994 Summit when the lights suddenly went out just as Arthur Anderson, then-director of OTS, approached the podium to speak.

"And as he walks up to the podium, the room goes completely dark. No one panicked, but I was on the walkie-talkie with hotel management in a flash," she said. "With no electricity anywhere in the hotel we all just sat, quietly in anticipation

of the lights going up again." Twenty minutes later the program resumed and the agenda was set back a short time, but the Summit continued without a hitch. "Those were the days my friends," Radich says, wistfully.

Friends, colleagues and peers of Freda's gathered for a send-off celebration at the Radisson in Sacramento on January 12. ●

### **'Director's Message' from Page 2**

We're also making sure that regional emergency medical services programs have the latest "state of the art" rescue and extrication equipment that is so critical during the "golden hour" between a collision and arrival at a medical facility.

These are just a few of the innovative programs that are developing. Traffic safety is everyone's business and together we can create a safer environment because California, after all, is where a live, work and play. ●



# CALIFORNIA OFFICE OF TRAFFIC SAFETY

WHAT'S

AHEAD



Feb. 13-19 2006

## **Child Passenger Safety Week**

Contact: Mike Marando, Marketing & Public Affairs Manager, 916-262-2975

April 9-11

## **Lifesavers Conference**

Austin Convention Center

Austin, TX

Contact: 703-922-7944

April 23 - 29

## **National Tire Safety Week**

Contact: Dan Zielinski, 202-682-4846

May 14 - 20

## **National Emergency Medical Services Week**

Contact: [www.acep.org/webportal/Advocacy/EMS/Week/default.htm](http://www.acep.org/webportal/Advocacy/EMS/Week/default.htm)

May 15 - June 3

## **Click It or Ticket Mobilization**

Contact: Mike Marando, Marketing & Public Affairs Manager, 916-262-2975



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